

Message Text

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PAGE 01 PARIS 12071 01 OF 02 261531Z

43

ACTION EUR-12

INFO OCT-01 ISO-00 SP-02 USIA-15 AID-05 EB-07 NSC-05

CIEP-02 TRSE-00 SS-15 STR-04 OMB-01 CEA-01 CIAE-00

COME-00 FRB-01 INR-07 NSAE-00 XMB-04 OPIC-06 LAB-04

SIL-01 L-03 H-02 PA-02 PRS-01 /101 W

----- 120376

R 261459Z APR 76

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 0214

INFO AMCONSUL BORDEAUX

AMCONSUL LYON

AMCONSUL MARSEILLE

AMCONSUL NICE

AMCONSUL STRASBOURG

UNCLAS SECTION 01 OF 02 PARIS 12071

E.O. 11652: N/A

TAGS: BEXP, FR

SUBJECT: FY-76 CCP: THIRD QUARTER PROGRESS REPORT

REF: (A) STATE 244219, (B) PARIS 01540, (C) 75 PARIS

27647

1. COUNTRY COMMERCIAL ACTION GROUP'S (CCAG) REVIEW OF FY-76 CCP THIRD QUARTER PROGRESS FOLLOWS (COMMENTS ARE LIMITED TO SIGNIFICANT VARIATIONS FROM TARGETED REQUIREMENTS). DURING QUARTER, COMAFF WELCOMED WALLACE HOLBROOK VICE ELLSWORTH. HOWEVER, PROTRACTED ILLNESS OF JANET JOHNSTON MEANT THAT COMAFF WAS SHORT AT LEAST ONE OFFICER THROUGHOUT QUARTER. NOTE: SHORT-FALL IN PTO'S IS ATTRIBUTABLE TO FACT WE ARE NOW COUNTING BY CABLES RATHER THAN SIC NUMBERS IN WHICH TARGETS WERE ORIGINALLY FIXED.

2. CAMPAIGN ACTIVITIES.

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PAGE 02 PARIS 12071 01 OF 02 261531Z

A. CAMPAIGN 1 (PRINTING AND GRAPHIC ARTS EQUIPMENT).
ITEM 2. NO EVALUATION OF COMMERCE-INITIATED PTR WAS REQUESTED. ITEM 3. FOUR PTO'S WERE SUBMITTED VS. 10 TARGETED. ITEM 4. REGARDING PRINTING AND GRAPHIC ARTS EXHIBITION AT TRADE CENTER (TC), ONLY \$4.2 MILLION IN INCREMENTAL SALES ACHIEVED VS. \$8 MILLION PROJECTED IN CCP. HOWEVER, ACCORDING TO TC'S REPORT ON EXHIBITION, MOST EXHIBITORS WERE RELUCTANT TO GIVE EXPECTED SALES FIGURES. ONLY 4 NTM FIRMS WERE INTRODUCED VS. 13 PROJECTED.

B. CAMPAIGN 2 (WATER PURIFICATION AND POLLUTION EQUIPMENT). ITEM 2. ONLY 6 PTO'S WERE SUBMITTED VS. 12 CALLED FOR IN CCP. ITEM 3. WCAG AND CCAG HAVE AGREED TO OMIT FROM CAMPAIGN MOUNTING OF CATALOGUE SHOW. ITEM 5. APPROXIMATELY 30 SHOWINGS WERE HELD OF USIS FILMS ON ENVIRONMENTAL PROBLEMS AND THEIR SOLUTIONS VS. ONE SHOWING CALLED FOR IN CCP. ITEM 6. NINE ARTICLES WERE PLACED IN MEDIA, FAR EXCEEDING CCP TARGET OF ONE. REGARDING ITEM 1 FOR FOURTH QUARTER, POLLUTION CONTROL EQUIPMENT SHOW WAS HELD IN PARIS MARCH 30-APRIL 2, 1976. SHOW REGISTERED \$6.9 MILLION IN INCREMENTAL SALES (SURPASSING CCP TARGET OF \$5 MILLION), 50 NTM U.S. FIRMS WERE INTRODUCED TO FRENCH MARKET (GREATLY EXCEEDING CCP TARGET OF 15), AND 39 AGENCY OR JOINT VENTURE AGREEMENTS ARE PENDING (SURPASSING 7 CALLED FOR IN CCP).

C. CAMPAIGN 3 (ENERGY SYSTEMS). ITEM 1. ON RECOMMENDATION OF USDOC, PTR NOT SUBMITTED IN ENERGY FIELD. SUBSEQUENTLY, EMBASSY MOUNTED TASK FORCE TO DETERMINE WHETHER ENERGY SYSTEMS EXHIBITION SHOULD BE HELD AT TC IN OCTOBER. OUR CONCLUSIONS (PARIS 6952), WHICH WERE ACCEPTED BY USDOC (USDOC 4093), WERE THAT CURRENT MARKET CONDITIONS DO NOT SUPPORT SUCH AN EXHIBITION. ITEM 2. NO ARTICLE WAS PUBLISHED IN MEDIA. REGARDING ITEM 2 OF SECOND QUARTER CCP ACTIONS, ONE NTB INVOLVING ANTI-NOISE REGULATIONS ON ELECTRIC POWER GENERATING EQUIPMENT WAS IDENTIFIED AND REPORTED (PARIS A-104, FEBRUARY 20, 1976). REGARDING ITEM 4 OF SECOND QUARTER UNCLASSIFIED

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PAGE 03 PARIS 12071 01 OF 02 261531Z

CCP ACTIONS, WE NOW HAVE 3 FRENCH ENTITIES WISHING TO VIEW FILMS ON NUCLEAR SAFEGUARDS: CREUSOT-LOIRE, FRAMATOME, AND EDF. PROBLEM HAS DEVELOPED IN OBTAINING FILMS. USIS DOES NOT HAVE THEM AND THE HAGUE TECHNICAL FILM LIBRARY WILL NOT LEND THEM FOR PROJECTION OUTSIDE THE NETHERLANDS. WE ARE NOW ATTEMPTING TO OBTAIN FILMS FROM IAEA IN VIENNA. ADDITIONAL ITEMS: WE HAVE MADE 2 SELECT MAILINGS TO PROMOTE FOREIGN BUYER ATTENDANCE AT

INTERNATIONAL PETROLEUM EXPOSITION (IPE), TULSA, MAY 16-22, 1976. TWO IMPORTANT PROSPECTS HAVE DEFINITELY COMMITTED THEMSELVES TO ATTEND. ALSO 6 CAMPAIGN LICENSING OPPORTUNITIES WERE DEVELOPED AND REPORTED.

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PAGE 01 PARIS 12071 02 OF 02 261536Z

43

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UNCLAS SECTION 02 OF 02 PARIS 12071

D. CAMPAIGN 4 (FOOD PROCESSING AND PACKAGING EQUIPMENT).

ITEM 1. CAMPAIGN OFFICER VISITED 9 FOOD PROCESSING/ PACKAGING PLANTS IN FRANCE VS. ONE VISIT CALLED FOR.

ITEM 2. FIVE PTO'S WERE GENERATED VS 9 CALLED FOR.

ADDITIONAL ITEM: CAMPAIGN OFFICER ATTENDED NATIONAL FOOD PROCESSORS EXHIBITION IN SAN FRANCISCO IN COMPANY OF 8 FRENCH TUNA PROCESSORS. AS A RESULT OF TRIP, THE FRENCH TUNA PROCESSORS HAVE ORDERED 7 TUNA PACKAGING MACHINES FROM THE U.S. WHICH REPRESENTS NEW-TO-FRANCE EXPORT SALES BY AMERICAN FIRM. REGARDING ITEM 2 OF

THIRD QUARTER CCP ACTIONS, FOOD PROCESSING AND PACKAGING EXHIBITION SCHEDULED AT TC IN MAY HAS BEEN CANCELLED DUE TO LACK OF SUFFICIENT NUMBER OF EXHIBITORS. THEREFORE, CCAG REQUESTS THAT THIS ITEM BE DELETED FROM CCP. (NOTE: AS STATED IN PARA 1 ABOVE, CAMPAIGN MANAGER HAS BEEN TEMPORARILY TRANSFERRED TO OTHER E/C FUNCTIONS AND UNCLASSIFIED

UNCLASSIFIED

PAGE 02 PARIS 12071 02 OF 02 261536Z

THEREFORE CCAG RECOMMENDS THAT NO ADDITIONAL CCP ACTIONS RELATIVE TO THIS CAMPAIGN BE INCLUDED TO COMPENSATE FOR FOOD PROCESSING EXHIBITION CANCELLATION.)

E. CAMPAIGN 5 (CONSUMER GOODS). ITEM 1. NO BSP WAS ORGANIZED. ITEM 3. TWENTY PTO'S WERE SUBMITTED VS. 60 CALLED FOR. ITEM 4. IN SUPPORT OF FBG TO SUPERMARKET INSTITUTE (SMI) CONVENTION AND EDUCATIONAL EXPOSITION IN DALLAS DURING MAY, EMBASSY SENT 480 LETTERS TO INDIVIDUALS AND ASSOCIATIONS AND HAD ARTICLE PUBLISHED IN IMPORTANT FRENCH PERIODICAL SPECIALIZING IN SUPERMARKET AND CHAIN STORE INDUSTRY. RESULT TO DATE DISAPPOINTING AND TARGET OF 25 FRENCH BUYERS TO SHOW UNLIKELY TO BE REACHED BECAUSE OF FOLLOWING CONFLICTS: END-APRIL IN CRETE, A SYMPOSIUM GROUPING CHAIN STORE HIGH-LEVEL EXECUTIVES WILL BE HELD AND IN MID-MAY IN RIO DE JANEIRO A CHAIN STORE CONGRESS IS ALSO SCHEDULED. ITEM 5. AS REPORTED IN FIRST QUARTER PROGRESS REPORT, GALERIES LAFAYETTE CANCELLED IN-STORE PROMOTION. EMBASSY ALSO REPORTED (PARIS 7518) THAT NOUVELLES GALERIES, WHICH HAD AGREED TO ORGANIZE IN-STORE PROMOTION IN MAY 1976, WAS DROPPING THE PROJECT FOR OTHER THAN COMMERCIAL REASONS. FURTHERMORE, OTHER MAIN FRENCH DEPARTMENT STORES AND SEVERAL MAIL ORDER HOUSES WERE VISITED IN AN UNSUCCESSFUL ATTEMPT TO INTEREST THEM IN IN-STORE PROMOTION ACTIVITIES. ADDITIONAL ITEM: SPECIAL EFFORTS WERE MADE TO IDENTIFY FRENCH NON-TARIFF BARRIERS HINDERING IMPORTATION OF CONSUMER GOODS, PARTICULARLY TEXTILES. EMBASSY WAS ABLE TO ASSIST SEVERAL FRENCH IMPORTERS OF GOODS TO OBTAIN PROMPT ISSUANCE OF ADMINISTRATIVE VISAS REQUIRED FOR IMPORTATION OF TEXTILES.

F. CAMPAIGN 6 (COMPUTER AND EDP EQUIPMENT). ITEM 1. UPDATING OF 1973 DIEBOLD MARKET RESEARCH ON COMPUTERS HAS BEEN REPLACED BY NEW STUDY WHICH IS BEING PREPARED BY BRITISH FIRM, INTERNATIONAL DATA CORPORATION. SURVEY IS DUE APRIL 1976. ITEM 2. PTR ON COMPUTER AND EDP EQUIPMENT WAS NOT RECEIVED FROM COMMERCE. ITEM 3. TWENTY-ONE PTO'S WERE SUBMITTED VS. 5 TARGETED.

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PAGE 03 PARIS 12071 02 OF 02 261536Z

G. CAMPAIGN 7 (INVEST IN USA). ITEM 1. IN VIEW OF DE-EMPHASIS ON THIS CAMPAIGN, WE DO NOT BELIEVE IT APPROPRIATE TO ALLOCATE CONSIDERABLE TIME AND MONEY REQUIRED TO PRODUCE BROCHURE IN FRENCH REGARDING INVEST IN USA. IN ANY EVENT, OUR REDUCED NEEDS ARE ADEQUATELY MET BY EXISTING MATERIALS. ITEM 3. ONE-DAY SEMINAR IN LYON WAS HELD IN JANUARY AND ATTRACTED OVER 100 FRENCH PARTICIPANTS. CAMPAIGN MANAGER WILL BE MEETING IN DIJON AND NICE DURING MAY WITH SEVERAL POTENTIAL INVESTORS AND WILL BE ACCOMPANIED ON THIS TRIP BY EUROPEAN REPRESENTATIVES OF FOUR AMERICAN STATES. FRENCH INTEREST IN INVESTMENT IN U.S. REMAINS AT HIGH LEVEL AND APPEARS TO BE INCREASING.

3. NON-CAMPAIGN ACTIVITIES.

ELECTRONIC COMPONENTS. EMBASSY SENT APPROXIMATELY 175 LETTERS TO AGENTS, DISTRIBUTORS AND TRADE ASSOCIATIONS AND DISTRIBUTED 100 BROCHURES AT PRINTEMPS INFORMATIQUE HELD IN MARCH AT TC IN SUPPORT OF FBG PROGRAM, ELECTRO 76, IN BOSTON, MAY 1976.
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